

Cultural Tourism – Why it works and how you can work it!

By Samantha Allen

Making the Case

“**Culture** or “**the arts**” takes on many forms: painting, writing, quilting, pottery, museums, landmarks, sculptures, landscapes, streetscapes, memorials, sport. It is a way for individuals and communities to **express and engage** themselves with family, friends, neighbourhoods, and their communities. Culture can be used to **renew or revitalize** municipalities, regions, even a country. It can build **community identity and pride**, **strengthen bonds**, **improve quality of life** on all socioeconomic levels, and **engage children and youth** in education and their environment.

Culture can be the **catalyst for positive change**, engaging all ages and communities. **Diversity** can be embraced through culture, building trust and understanding. And culture can act as the **economic engine** that drives municipalities toward **growth and prosperity**.

With thanks to the Creative City Network, we couldn't have said it better ourselves!

Making the Case for Culture is a series of six papers that details “how and why” culture is key to our betterment.”

[Click here to view individual papers on creativecity.ca](http://creativecommons.ca)



Making it Work for Your Community

When you reflect on your community’s cultural footprint and your place in BC’s Cultural Tourism Industry, what comes to mind?

Make no mistake; we are an industry and a vital part of the Tourism sector. We continue to produce, create and promote, despite the ability, level or readiness of corporate and government support of our endeavours. Resilience, pride and creative solution-making are but a few of the admirable qualities we find when speaking to our arts & cultural partners.

The best places in the world promise their visitors a unique cultural experience and we believe the diversity of BC’s talent and cultural landscape makes our province a truly remarkable destination on the international landscape.

We've pulled together some short tips to consider when working with like-minded individuals in your Industry, be it for an annual event, exhibition or year-round strategy.

1. Don't recreate the wheel - refer to existing resources for ideas and use existing promotional vehicles. In our age, new ideas are a click away and even more, people want to share their knowledge and success.
2. Ask yourselves, what is unique to your community or neighbourhood? Use it to your advantage!
3. What are logical organizations/individuals to partner with?
4. What are some new, perhaps unusual, creative partnerships that can expand your reach? You'll be surprised how many new people you can reach, simply by developing and expanding partnerships.
5. Create a cultural and client inventory

When we work together a lot more can be accomplished, and we plan to continue shining the light on BC's creative industry.

Every community has its own unique Cultural Footprint.

If You're Along for the Experience...

We've compiled a list of our wonderful partners and umbrella organizations we think will help you to discover BC.

1. art-bc.com That's us! Providing you an online tour of BC's cultural communities for over 10 years! Create your own cultural getaway tour as you experience BC by community, category or calendar of events online! Share your experiences and you will be entered to win a 3 day Getaway to Rockwater Resort. [Please visit us online](http://art-bc.com) for more information or email your story to getaway@art-bc.com.
2. timetravelbc.com Find and celebrate the very best of BC's heritage sites and experiences.
3. aboriginalbc.com Access BC's sustainable, culturally rich Aboriginal tourism industry.
4. bcsbestbnbs.com Find the very finest in BC accommodations at unique B&B inns, from historic homes in BC's vibrant cities, to intimate retreats in quiet corners of British Columbia, and everything in between.

